

# AVID Hunters

D A T A B A S E



**Info-Link** specializes in providing marketing information services to the outdoor recreation industry and has compiled and maintains an up-to-date database of people that hunt.

This file has been mined in such a way that the most active participants can be isolated by virtue of how many years they have been observed hunting.

### Source

State-issued hunting licenses. Historical observations measured over the last ten years.

### List Details

Selects include weapon type (archer, muzzle loader, shotgun) and game type (antelope, deer, elk, etc). Number of years observed hunting, geography, resident/non-resident, cross-over with boat owner and/or fishing license databases. Over eighty percent of Avid Hunters have fishing licenses.

### Pricing

\$110/M (plus \$250 per order for lists under 25M). No minimum and no additional fees for delivery or key coding. Additional select fees only pertain to cross-over activities (boat owners, fishermen). Discounts for quantities greater than 50,000.

**Please call us toll-free at 888-468-9687 for additional information.**

YEARS HUNTING	COUNT	CUMULATIVE
10+	172,700	172,700
9	122,150	294,800
8	183,186	478,000
7	167,600	645,600
6	239,100	884,700
Total households with current licenses		2,760,800

